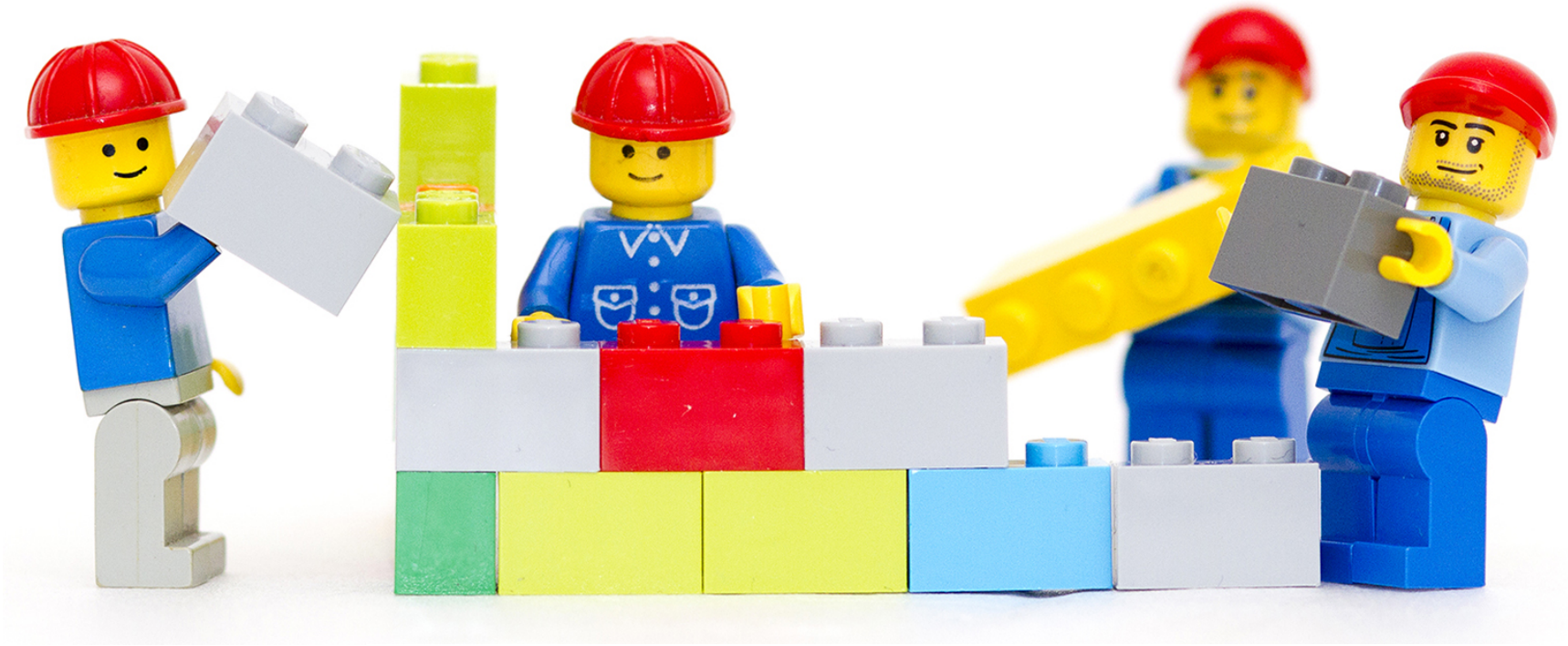
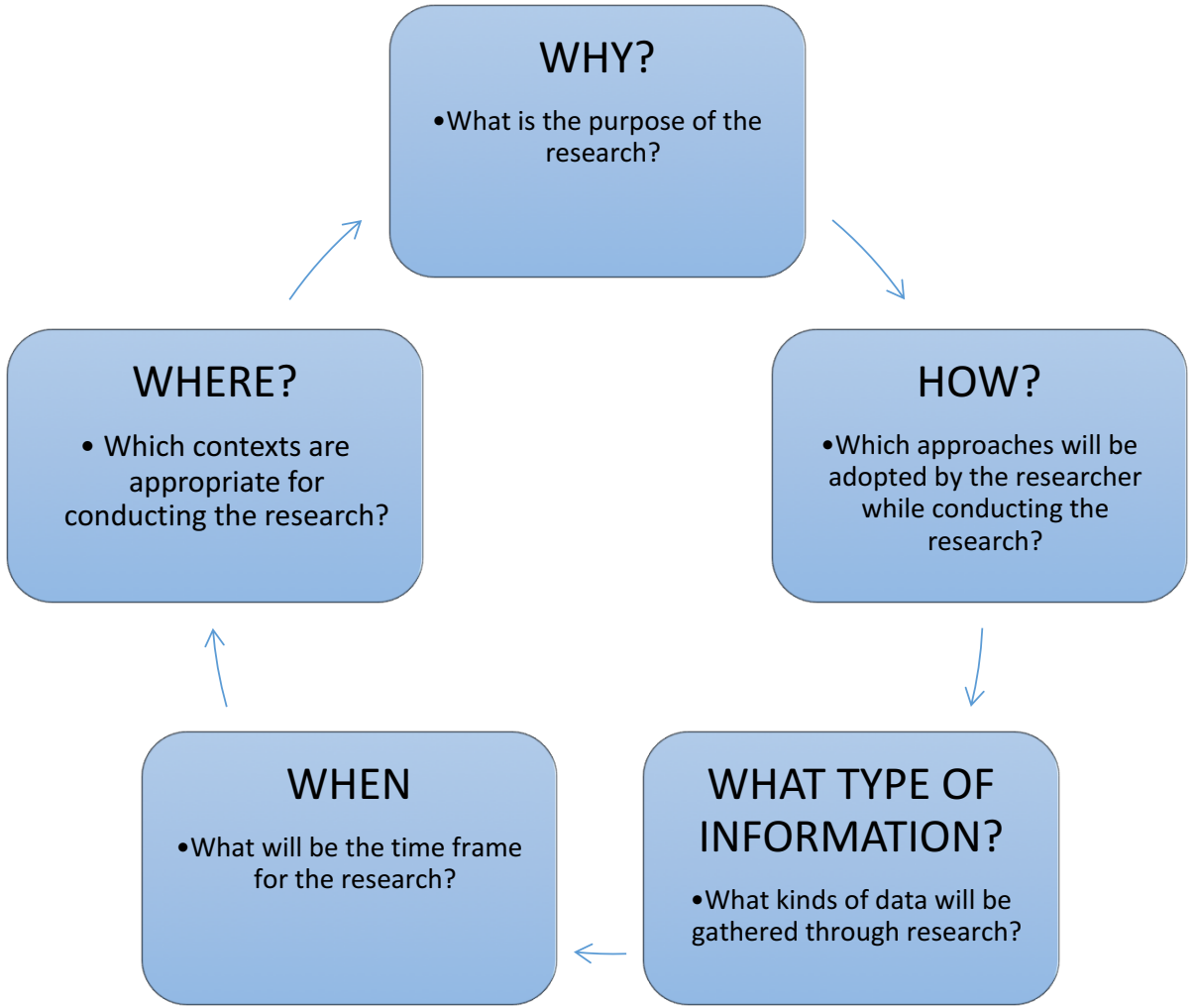


ID730 MODELLING USER EXPERIENCES

The Method Matrix Workshop

HOW TO CHOOSE METHODS? - QUESTIONS



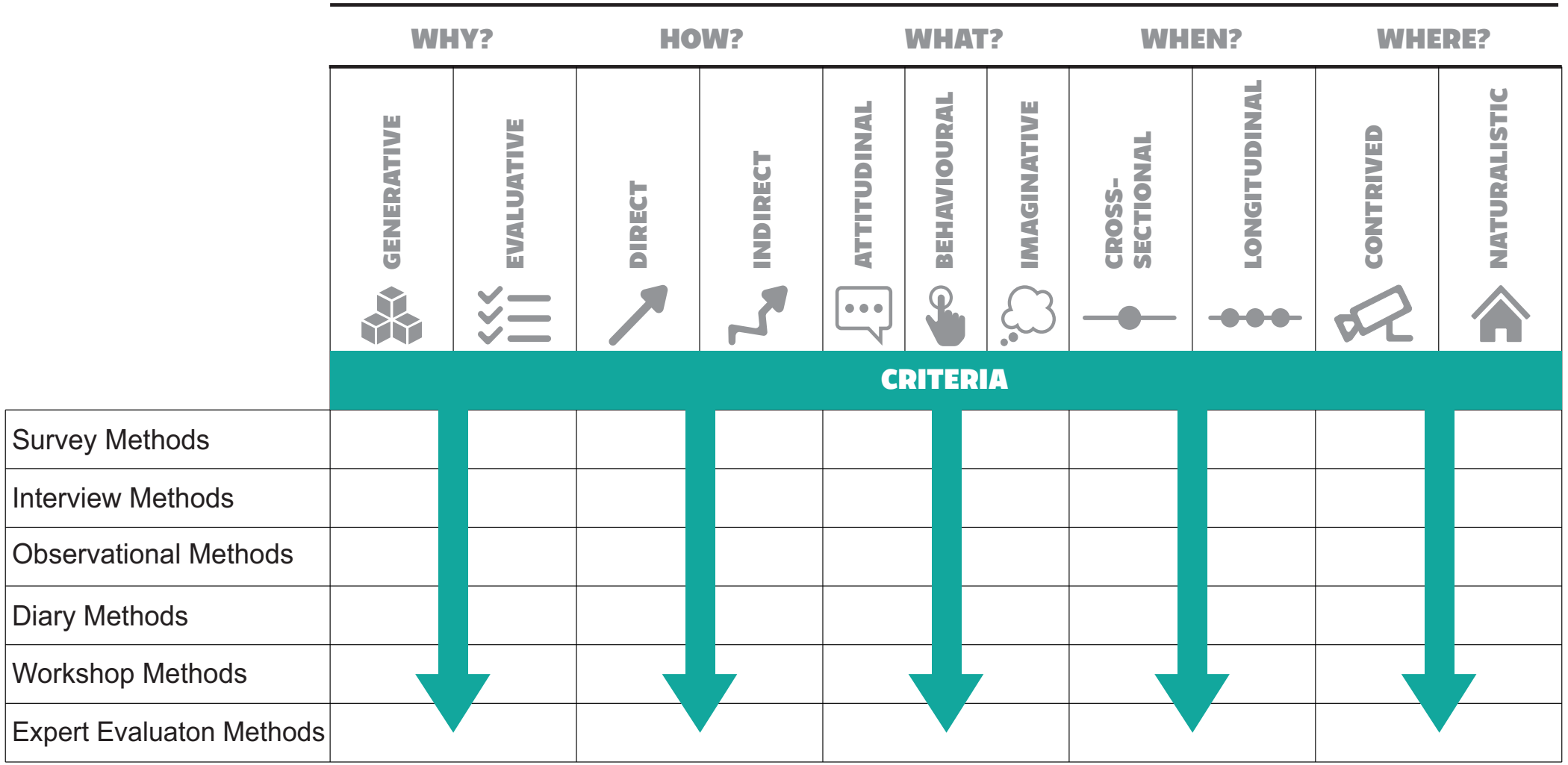
HOW TO CHOOSE METHODS? - CRITERIA

	Categorisation Criteria	Categories			Source
WHY? What is the purpose of the research?	Phases of the design process	Research need identification	User insight generation	Idea evaluation	
		Generative	Evaluative		(Stappers & Sanders, 2005)
		Formative	Summative		(Rosson & Carroll, 2002)
		Discovery	Definition	Evaluation	(Squires, 2002)
		Front-End Analysis	Testing and Evaluation		(Wickens, Gordon, & Liu, 2004)
HOW? Which approaches will be adopted by the researcher while conducting the research?	Type of research activity based on the focal problem	Clinical	Applied	Basic	(Buchanan, 2007)
		Experimental	Empirical	Theoretical	(Strickler, 1999)
	Theoretical approach in the area	Reductive	Holistic		(Blythe, Hassenzahl, Law, & Vermeeren, 2007)
		Measurement models	Structural models		(Law & van Schaik, 2010)
	Origins of methods	Traditional	Adaptive	Innovative	(Hanington, 2003)
	Participation degree of the user	Consultative	Representative	Consensus	(Carmel, Whitaker, & George, 1993)
	The way of application	Direct - undisguised	Indirect - disguised		(Hudlicka, 1996; Malhotra, 2007)
WHAT TYPE OF INFORMATION? What kinds of data will be gathered through research?	Characteristics of the user information	What people say / think	What people do / use	What people know / feel / imagine	(Sanders, 2002)
		Altitudinal	Behavioural		(Rohrer, 2014)
		Conceptual	Procedural		(Melican, 2000)
	Type of data	Qualitative	Quantitative		
WHEN? What will be the time frame for the research?	Time – duration of the study	Longitudinal	Cross sectional		(Ruspini, 2002; Flick, 2007)
WHERE? Which contexts are appropriate for conducting the research?	Research setting	Naturalistic	Contrived		

HOW TO CHOOSE METHODS? - CRITERIA

METHOD SELECTION QUESTIONS	CATEGORIZATION CRITERIA	CATEGORIES
WHY? What is the purpose of the research?	Categorization according to the phases of the design process	GENERATIVE / EVALUATIVE
HOW? Which approaches will be adopted by the researcher?	Categorization according to the way of application	DIRECT / INDIRECT
WHAT? What kinds of data will be gathered through research?	Categorization according to characteristics of the user information	ATTIT. / BEHAV. / IMAG.
WHEN? What will be the time frame for the research?	Categorization according to time / duration of the study	CROSS-SECTIONAL / LONGITUDINAL
WHERE? Which contexts are appropriate for conducting the research?	Categorization according to the research setting	CONTRIVED / NATURALISTIC

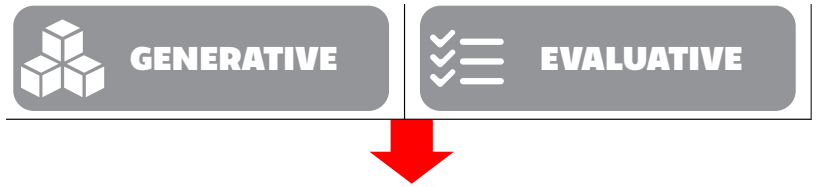
CONCEPTUAL STRUCTURE OF THE MATRIX



WHY? - What is the purpose of the research?

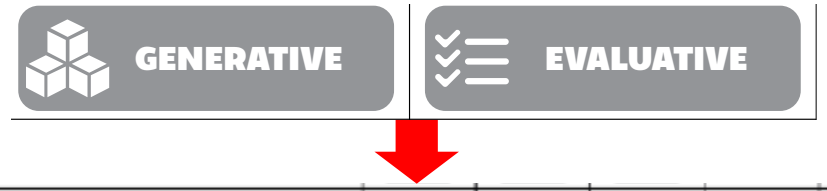
- Are you trying the generate knowledge to develop a new (non-existent) product?
- Are there any products or services to evaluate to generate insights related to the experience?
- Are you trying to understand which products or services experienced better by the user?

Previous projects



TITLE	METHOD	WHY	WHAT	HOW	WHERE*	WHEN	MODEL REPRESENTING
Exploring Sensory Modalities: The Case of Listening Music with Headsets	UX Curve Mental Imagery RGT	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	 ✓	✓ ✓ ✓	• Concepts and their relations • Experience over time
Budget Management Experience of College Students	Laddering	✓	✓	✓		✓	• Concepts and their relations • Experience over time
	Diary Interview	✓ ✓	✓ ✓	✓ ✓	✓	✓ ✓	
Ride Sharing Experience of Students with the 'TAG' Application: Commuting between METU and Eryaman	Interview Device Logs	✓ ✓	✓ ✓	✓ ✓	 ✓	✓ ✓	• Experience over time
	Diary Interview	✓ ✓	✓ ✓	✓ ✓		✓ ✓	

Previous projects



Redesign of Syrian Refugees' Registration Process in Ankara	Observation	■	■	■	■	■	• The user • The activities / works • Recommendations
	Interview	■	■	■		■	
	Workshop	■	■	■	■	■	
3D Modelling and Printing Experience	UX Curve	■	■	■		■	• Experience over time
	Diary	■	■	■		■	
	Interview	■	■	■	■	■	
The Use of Online Tools in Industrial Design Education	Survey	■	■	■		■	• Concepts and their relations
	Experience Sampling	■	■	■	■	■	
	Interview	■	■	■		■	
Lunch (Break) Experiences of METU Technopark Employees	Diary	■	■	■	■	■	• The user • The activities / works • Recommendations
	Interview	■	■	■		■	

Previous projects

Makers' Experience of Self-Learning Arduino via Online Platforms	Interview	✓	✓	✓		✓	• Concepts and their relations • Experience over time
	UX Curve	✓	✓	✓		✓	
	Task Completion (with TA)	✓	✓	✓	✓	✓	
Exploring Employees' Experience of Physical Space in Teknokent Incubation Center	Cultural Probes	✓	✓	✓	✓	✓	• Concepts and their relations
	Interview	✓	✓	✓	✓	✓	
Role and Importance of Idea Generation Techniques in Industrial Design Education	Interview	✓	✓	✓		✓	• Concepts and their relations
	Focus Group	✓	✓	✓	✓	✓	
Enhancing Children's Healthy Eating Experience: A Contexmapping Study	Interview	✓	✓	✓		✓	• Concepts and their relations
	Diary	✓	✓	✓	✓	✓	
	Workshop	✓	✓	✓	✓	✓	
Consumers' Shopping Experiences in Super-markets and Online Markets Mobile Application	Shadowing (with TA)	✓	✓	✓	✓	✓	• Concepts and their relations • The activities / works • Recommendations
	Laddering	✓	✓	✓		✓	

WHAT? - What kinds of data will be gathered through research?

- Are you looking for information on how users interact with a certain product or service?
- Are you looking for information on users' habits and actions?
- Are you looking for information on users' concerns about a certain experience?
- Are you trying to understand users' perceptions about a certain product or experience?
- Are you trying to understand what users' wishes and dreams beyond what they can say about their current experiences?

Previous projects

TITLE	METHOD	WHY	WHAT	HOW	WHERE*	WHEN	MODEL REPRESENTING
Exploring Sensory Modalities: The Case of Listening Music with Headsets	UX Curve Mental Imagery RGT	☑ ☑ ☑	💬 💬 💬	↗ ↗ ↗	 📷	● ● ●	• Concepts and their relations • Experience over time
Budget Management Experience of College Students	Laddering	◆	💬	↗		●	• Concepts and their relations • Experience over time
	Diary Interview	☑ ☑	👆 💬	↗ ↗	🏠	●●● ●	
Ride Sharing Experience of Students with the 'TAG' Application: Commuting between METU and Eryaman	Interview Device Logs	◆ ☑	💬 👆	↗ ↗	 🏠	● ●●●	• Experience over time
	Diary Interview	☑ ☑	💬 💬	↗ ↗		●●● ●	

Previous projects

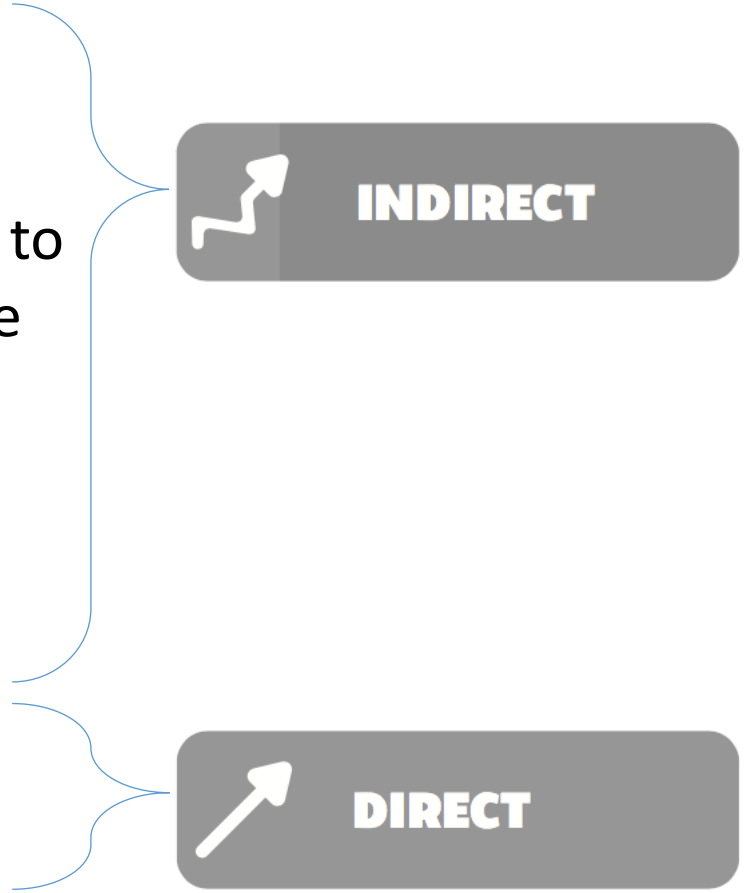
Redesign of Syrian Refugees' Registration Process in Ankara	Observation	■	●	↗	⌂	●●●	• The user • The activities / works • Recommendations
	Interview	■	💬	↗		●	
	Workshop	■	☁	↗	🔭	●	
3D Modelling and Printing Experience	UX Curve	☑	💬	↗		●	• Experience over time
	Diary	☑	●	↗		●●●	
	Interview	☑	💬	↗	⌂	●	
The Use of Online Tools in Industrial Design Education	Survey	■	💬	↗		●	• Concepts and their relations
	Experience Sampling	☑	●	↗	⌂	●●●	
	Interview	☑	💬	↗		●	
Lunch (Break) Experiences of METU Technopark Employees	Diary	■	●	↗	⌂	●●●	• The user • The activities / works • Recommendations
	Interview	■	💬	↗		●	

Previous projects

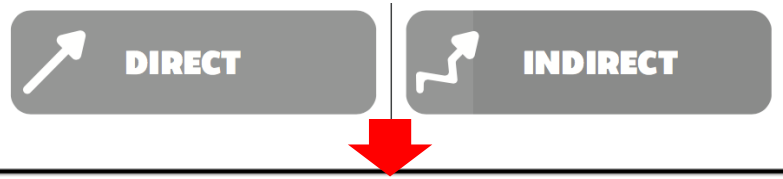
Makers' Experience of Self-Learning Arduino via Online Platforms	Interview	☑	💬	↗		—	• Concepts and their relations • Experience over time
	UX Curve	☑	💬	↗		—	
	Task Completion (with TA)	☑	👆	↗	🔭	—	
Exploring Employees' Experience of Physical Space in Teknokent Incubation Center	Cultural Probes	🧊	👆	↗	🏠	•••	• Concepts and their relations
	Interview	🧊	💬	↗	🏠	—	
Role and Importance of Idea Generation Techniques in Industrial Design Education	Interview	🧊	💬	↗		—	• Concepts and their relations
	Focus Group	🧊	💬	↗	🔭	—	
Enhancing Children's Healthy Eating Experience: A Contexmapping Study	Interview	🧊	💬	↗		—	• Concepts and their relations
	Diary	🧊	👆	↗	🏠	•••	
	Workshop	🧊	☁	↗	🔭	—	
Consumers' Shopping Experiences in Super-markets and Online Markets Mobile Application	Shadowing (with TA)	🧊	👆	↗	🏠	—	• Concepts and their relations • The activities / works • Recommendations
	Laddering	☑	💬	↗		—	

HOW? - Which approaches will be adopted by the researcher?

- Is this a sensitive setting?
- Will it be a public setting where it would be difficult to inform users that they are being observed? Will it be intrusive to inform them?
- Will it be important not to restrict the user's imagination?
- Otherwise



Previous projects



TITLE	METHOD	WHY	WHAT	HOW	WHERE*	WHEN	MODEL REPRESENTING
Exploring Sensory Modalities: The Case of Listening Music with Headsets	UX Curve Mental Imagery RGT	☑ ☑ ☑	💬 💬 💬	↗ ↗ ↗	 📷	— — —	• Concepts and their relations • Experience over time
Budget Management Experience of College Students	Laddering	⬢	💬	↗		—	• Concepts and their relations • Experience over time
	Diary Interview	☑ ☑	👆 💬	↗ ↗	🏠	┈ —	
Ride Sharing Experience of Students with the 'TAG' Application: Commuting between METU and Eryaman	Interview Device Logs	⬢ ☑	💬 👆	↗ ↗	 🏠	— ┈	• Experience over time
	Diary Interview	☑ ☑	💬 💬	↗ ↗		┈ —	

Previous projects

Redesign of Syrian Refugees' Registration Process in Ankara	Observation	■	■	↗	■	■	• The user • The activities / works • Recommendations
	Interview	■	■	↗		■	
	Workshop	■	■	↗	■	■	
3D Modelling and Printing Experience	UX Curve	■	■	↗		■	• Experience over time
	Diary	■	■	↗		■	
	Interview	■	■	↗	■	■	
The Use of Online Tools in Industrial Design Education	Survey	■	■	↗		■	• Concepts and their relations
	Experience Sampling	■	■	↗	■	■	
	Interview	■	■	↗		■	
Lunch (Break) Experiences of METU Technopark Employees	Diary	■	■	↗	■	■	• The user • The activities / works • Recommendations
	Interview	■	■	↗		■	

Previous projects

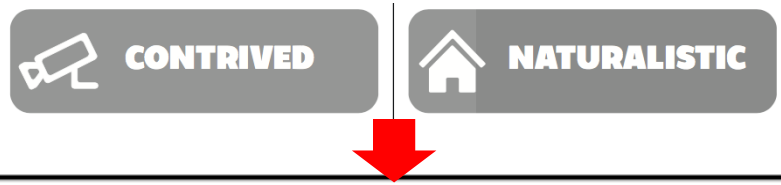
Makers' Experience of Self-Learning Arduino via Online Platforms	Interview	☑	💬	↗		⟷	• Concepts and their relations • Experience over time
	UX Curve	☑	💬	↗		⟷	
	Task Completion (with TA)	☑	👆	↗	🔭	⟷	
Exploring Employees' Experience of Physical Space in Teknokent Incubation Center	Cultural Probes	⬢	👆	↗	🏠	⋯	• Concepts and their relations
	Interview	⬢	💬	↗	🏠	⟷	
Role and Importance of Idea Generation Techniques in Industrial Design Education	Interview	⬢	💬	↗		⟷	• Concepts and their relations
	Focus Group	⬢	💬	↗	🔭	⟷	
Enhancing Children's Healthy Eating Experience: A Contexmapping Study	Interview	⬢	💬	↗		⟷	• Concepts and their relations
	Diary	⬢	👆	↗	🏠	⋯	
	Workshop	⬢	☁	↗	🔭	⟷	
Consumers' Shopping Experiences in Super-markets and Online Markets Mobile Application	Shadowing (with TA)	⬢	👆	↗	🏠	⟷	• Concepts and their relations • The activities / works • Recommendations
	Laddering	☑	💬	↗		⟷	

WHERE ? – Which contexts are appropriate for conducting the research?

- Is it important to observe the experience as close to the reality as possible?
- Do you need to collect information about the context of use?

- Is it important to eliminate outside intruders while you are collecting the information?

Previous projects



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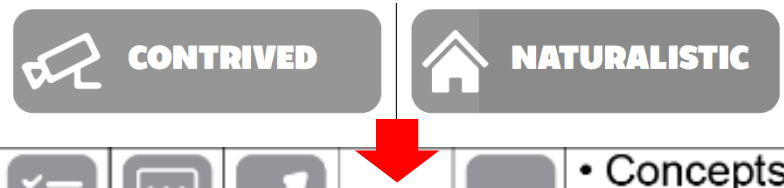
Budget Management Experience of College Students	Laddering	⬢	💬	↗		—	• Concepts and their relations • Experience over time
	Diary Interview	☑ ☑	👆 💬	↗ ↗	🏠 	┈ —	
Ride Sharing Experience of Students with the 'TAG' Application: Commuting between METU and Eryaman	Interview Device Logs	⬢ ☑	💬 👆	↗ ↗	 🏠	— ┈	• Experience over time
	Diary Interview	☑ ☑	💬 💬	↗ ↗	 	┈ —	

Previous projects

Redesign of Syrian Refugees' Registration Process in Ankara	Observation	• The user • The activities / works • Recommendations
	Interview	
	Workshop	
3D Modelling and Printing Experience	UX Curve	• Experience over time
	Diary	
	Interview	
The Use of Online Tools in Industrial Design Education	Survey	• Concepts and their relations
	Experience Sampling	
	Interview	
Lunch (Break) Experiences of METU Technopark Employees	Diary	• The user • The activities / works • Recommendations
	Interview	

Previous projects

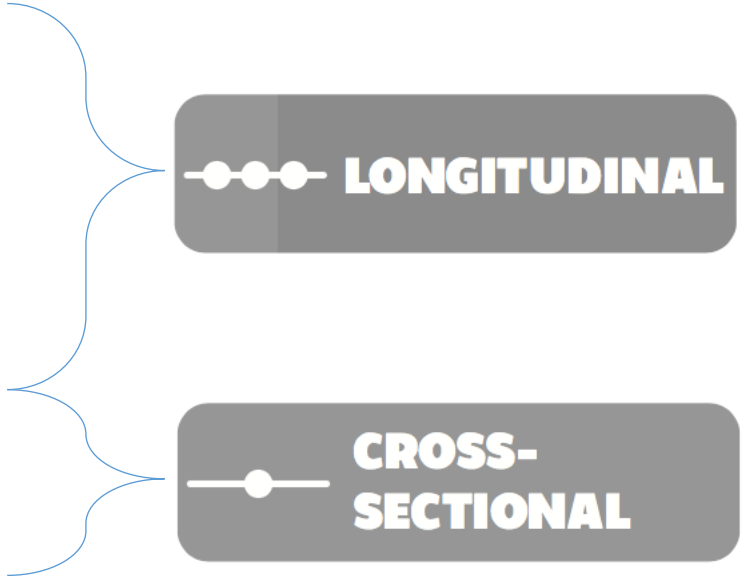


Makers' Experience of Self-Learning Arduino via Online Platforms	Interview UX Curve Task Completion (with TA)	• Concepts and their relations • Experience over time
Exploring Employees' Experience of Physical Space in Teknokent Incubation Center	Cultural Probes Interview	• Concepts and their relations
Role and Importance of Idea Generation Techniques in Industrial Design Education	Interview Focus Group	• Concepts and their relations
Enhancing Children's Healthy Eating Experience: A Contexmapping Study	Interview Diary Workshop	• Concepts and their relations
Consumers' Shopping Experiences in Super-markets and Online Markets Mobile Application	Shadowing (with TA) Laddering	• Concepts and their relations • The activities / works • Recommendations

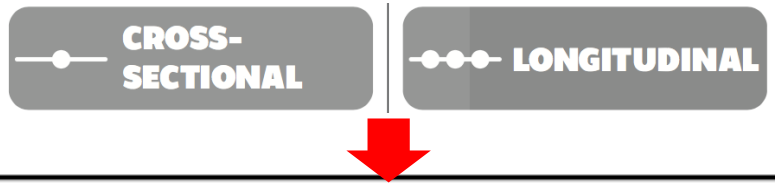
WHEN? - What will be the time frame for the research?

- Are you interested in understanding long term experience?
- Do you have enough time and resources to observe and/or get in touch with the user more than once?

- Otherwise

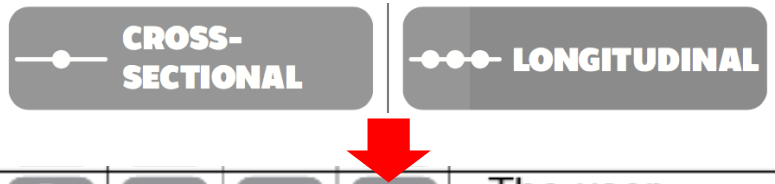


Previous projects



TITLE	METHOD	WHY	WHAT	HOW	WHERE*	WHEN	MODEL REPRESENTING
Exploring Sensory Modalities: The Case of Listening Music with Headsets	UX Curve Mental Imagery RGT	☑ ☑ ☑	💬 💬 💬	↗ ↗ ↗	 📷	— — —	• Concepts and their relations • Experience over time
Budget Management Experience of College Students	Laddering	⬢	💬	↗		—	• Concepts and their relations • Experience over time
	Diary Interview	☑ ☑	👆 💬	↗ ↗	🏠 	•••• —	
Ride Sharing Experience of Students with the 'TAG' Application: Commuting between METU and Eryaman	Interview Device Logs	⬢ ☑	💬 👆	↗ ↗	 🏠	— ••••	• Experience over time
	Diary Interview	☑ ☑	💬 💬	↗ ↗	 	•••• —	

Previous projects

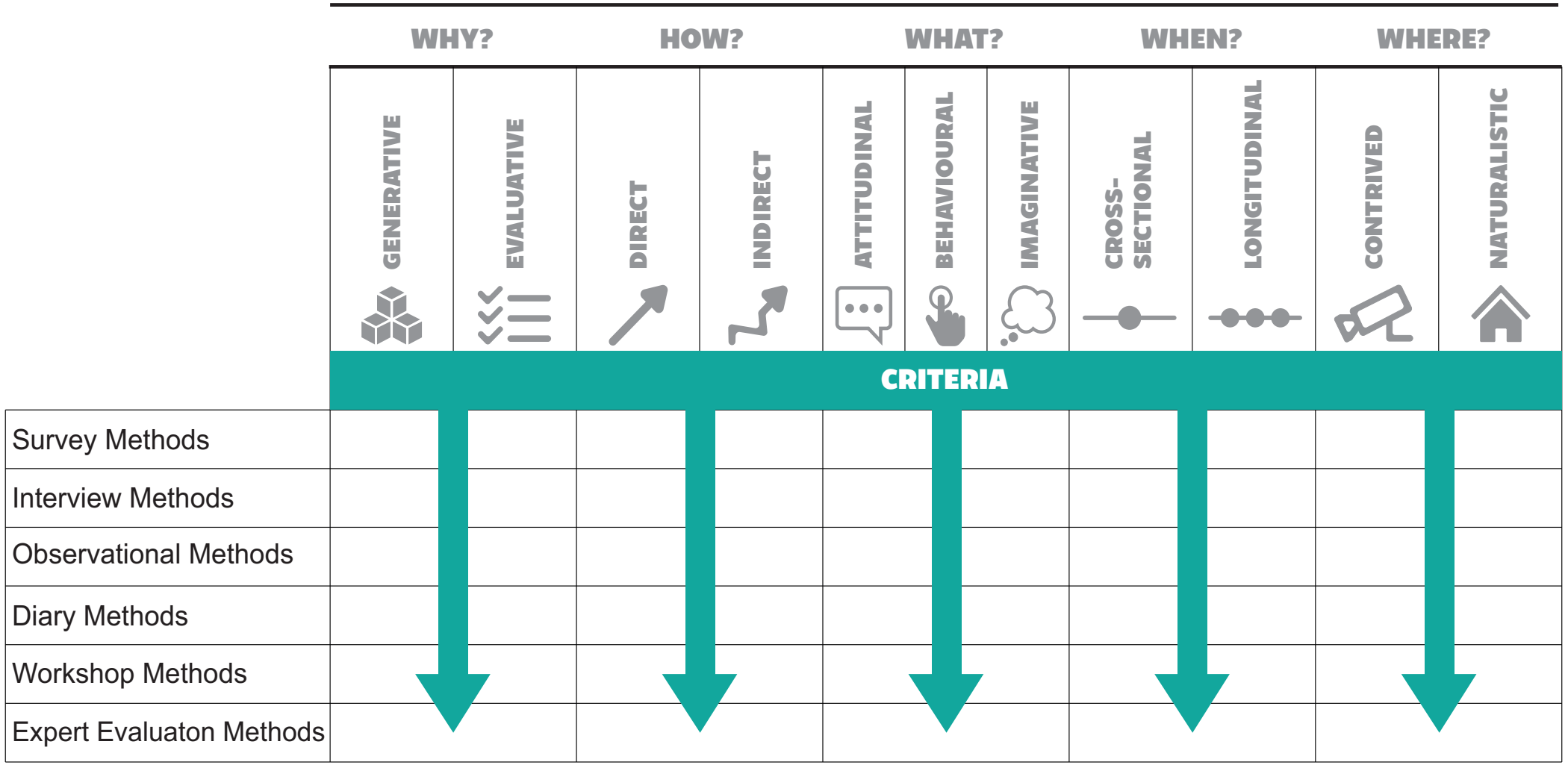


Redesign of Syrian Refugees' Registration Process in Ankara	Observation	■	■	■	■	■	• The user • The activities / works • Recommendations
	Interview	■	■	■		■	
	Workshop	■	■	■	■	■	
3D Modelling and Printing Experience	UX Curve	■	■	■		■	• Experience over time
	Diary	■	■	■		■	
	Interview	■	■	■	■	■	
The Use of Online Tools in Industrial Design Education	Survey	■	■	■		■	• Concepts and their relations
	Experience Sampling	■	■	■	■	■	
	Interview	■	■	■		■	
Lunch (Break) Experiences of METU Technopark Employees	Diary	■	■	■	■	■	• The user • The activities / works • Recommendations
	Interview	■	■	■		■	

Previous projects

Makers' Experience of Self-Learning Arduino via Online Platforms	Interview	✓	✓	✓		✓	• Concepts and their relations • Experience over time
	UX Curve	✓	✓	✓		✓	
	Task Completion (with TA)	✓	✓	✓	✓	✓	
Exploring Employees' Experience of Physical Space in Teknokent Incubation Center	Cultural Probes	✓	✓	✓	✓	✓	• Concepts and their relations
	Interview	✓	✓	✓	✓	✓	
Role and Importance of Idea Generation Techniques in Industrial Design Education	Interview	✓	✓	✓		✓	• Concepts and their relations
	Focus Group	✓	✓	✓	✓	✓	
Enhancing Children's Healthy Eating Experience: A Contexmapping Study	Interview	✓	✓	✓		✓	• Concepts and their relations
	Diary	✓	✓	✓	✓	✓	
	Workshop	✓	✓	✓	✓	✓	
Consumers' Shopping Experiences in Super-markets and Online Markets Mobile Application	Shadowing (with TA)	✓	✓	✓	✓	✓	• Concepts and their relations • The activities / works • Recommendations
	Laddering	✓	✓	✓		✓	

CONCEPTUAL STRUCTURE OF THE MATRIX



Class Activity

- 1 hour — Please identify each method used in your papers and locate each paper in the method matrix by considering the analysis table you prepared for Assignment 2

  Consider the questions and criteria for choosing the methods and mark the relevant criteria for the method(s) chosen by each paper

- 10 mins — Discussion on the results of the workshop